

Random Notes

Now that Independent Commercial Television has been launched in Britain, the tendency of advertising—the one feature that makes it possible—has come for some scattered criticism. Just where in a program does it fit in, and what type of advertising best appeals to the audience?

Yet, since those who are listening and viewing the show are definitely of varying tastes and the question becomes a matter of trial and error. The same can be said of the lower end of the entertainment, the common radio program.

Some people may be bored to distraction by the repetition of "Happy Birthday to You," tailored to fit any advertising from a brand of tooth paste to a make of motor car. The blame for a great deal of this sort of thing must be placed at the door of the advertising agents; although it cannot be doubted that their clients—the merchants advertising—have a final say in what they think most suitable for the purpose: the sale of their wares.

One of the advertising men heard frequently in this province (now, however, seemingly discontinued) was the conditional type, a check from the actual producer to the consumer. This was concerned with the sale of a product, and it was, perhaps, interesting to hear from the baker himself who, he said: "Should be baking bread instead of talking about it." Listening to this style of advertising, one learned the reactions of others in a natural way—"People come up to me and they say: 'Jim, they say, 'you must know a lot about bread.'" A little later, the more clear intimacy develops and the public is told of the satisfaction enjoyed by "Mr and Mrs. Zeb" in the one that's up north, in his choice of this particular brand of bread.

Clearly, it's impossible to miss every line in the hands of the public. The flip of a switch and the offence is removed; even if, so to do, the chances of some breath-taking opportunity may have been lost.

Reverting to the revolution in British television, there can be no doubt of its having been a great victory for private enterprise in the extension of business; the modern version of what, as practiced, was so distasteful to the late G. K. Chesterton, who remarked in this connection: "A pickpocket is obviously a champion of private enterprise"; and that "the point of Capitalism and Commercialism, as conducted of late, is that they have really precluded the extension of business rather than the preservation of belongings; and at least tried to deprive the pickpocket with some of the virtues of the pirate."

The retort courteous in this case could be, that without Capitalism and Commercialism, the outstanding Gilbert and Sullivan have been hard pressed to have continued his long career of parodies, poetry, dramatics and stories which gave so much pleasure and gaiety to a great generation.

Library Card Party

The Card Party held in the Public Library on Friday evening last was fairly well attended. The following were the winners:

- Cribbage (Ladies)
High—Mrs. H. Ballif.
Low—Mrs. Neil McLeod.
- Cribbage (Men)
High—Mr. S. Stoen.
Low—Mr. Marshall.
- Bridge (Ladies)
High—Mrs. H. Morrison.
Low—Mrs. K. Van Riper.
- Bridge (Men)
High—Mr. H. Stoen.
Low—Mr. H. Brunner.

In China the first course at dinner is the dessert.

Farmers' Union of Alta.

Jubilee Day, Nov. 18

The date for the 100th anniversary of the F.U.A. Jubilee Day, has been set for Wednesday, November 16. Following this announcement the Union anticipates that the final plans for the one day membership drive will be put into effect by the 15th. The Union and its Boards, who this year are in charge of district organizations and appointment of local personnel to carry out the membership drive in all organized districts.

It is urgent that all locals of the Union be prepared to carry out their responsibilities in the one day drive. If we are to maintain a united front we and to achieve the Union's objective which is "Party for Agriculture."

Women's Missionary Society

The October meeting of the W.M.S. was held at the home of Mrs. Sloan, Sr.

Opening hymn—"My Faith Like a Rock."

Devotional by Mrs. Thompson. A reading from the Bible followed, and prayer.

Mrs. Thompson, declared minutes correct.

Treasurer gave her report.

Hymn—"Work for the night is coming."

Temperance gave a very interesting reading.

Three get well cards, two baby cards, two sympathy cards, and three hospital calls.

Study book by Mrs. Morrison, "Canadian Indians."

Next meeting to be held in the church.

Study book by Mrs. Thompson. Devotional by Mrs. Whitman. Closing hymn "Take time to be holy."

Collection: \$3.60; Thank Offering: \$22.50.

Lunch was served by Mrs. Sloan, Sr.

Safe Grain Storage

Lathbridge Experimental Station
Wentley Letter.

Dr. T. A. Jones, Agricultural Engineer

Considerable quantities of grain are being held on farms in southern Alberta. In some instances, utility buildings and other structures not specifically designed for storing grain have been utilized. It is essential that all buildings be well ventilated and weather tight if grain is to be kept in good condition over a long period.

Ventilation is a prerequisite for good grain storage. Grains placed in storage at 18 per cent moisture content will require aeration. After a period of three or four months, the moisture content will be lowered by 2 or 3 per cent. Respiration moisture, if not removed from the building, will be replaced by the outside of the roof and in the top layers of grain. Condensed water will cause moulds and gas and form on the surface of the grain. These conditions are ideal for the building of grain and are a danger to the health of the grain and for feeding and subsequent spoilage.

Storage buildings should be checked to ensure that moisture cannot penetrate through cracks in the walls, corners, plates and at the ridge. Suspended doors, galls and filling doors, and roof hatches frequently are not sufficiently weather-tight to prevent moisture. Structural faults at these points can be corrected by the use of metal bolts and caulking or mastic.

The entrance of moisture through small cracks, if allowed to continue, can result in serious losses of grain.

The moisture content of grain should be about 14 per cent or less when stored in storage. Weather-proof, properly-ventilated buildings will keep such grain in good condition for a long period of time. Now that the time of harvest is over, a inspection of buildings is well worthwhile.

Of every bushel of grain collected by Ontario, it costs as to pay for family allowances, largest single item in the government's non-defence expenditures.

—Quint Canadian Press

Minutes M.D. Council of Starland, No. 47

The regular meeting of the Council of the Municipal District of Starland, No. 47, was held in the municipal office, Monday, October 17th, 1955, at 10:00 a.m.

Members present as follows: Reeve McLaren, Dep. Reeve Nelson, Coun. Chambers, Brown, Montgomerie.

Minutes of the regular meeting of September 13th were read and approved, on motion of Coun. Brown.

Moved by Coun. Montgomerie, that E. W. Nelson be re-elected Deputy Reeve for the ensuing six months. Carried.

Reeve McLaren read the Inspector's Report, dated August 30th, 1955. The Sergeant was instructed to make changes where recommended, and to file the Report until the next Annual Meeting.

Moved by Coun. Chambers and carried, that Keith E. Schier be employed as public works foreman, as from September 16th, 1955, at a wage of \$5,000.00 per annum, payable semi-monthly.

Moved by Dep. Reeve Nelson and carried, that A. B. Olson be paid at the rate of \$1.40 per hour as from September 1st, 1955.

Mr. Crawford Ferguson, Secretary, Kinsella Hall, Supremacy Association Ltd., was present and discussed with Council the plan of

the said Association as regards hall expansion. Mr. Ferguson solicited the support of the Council for resolution to be submitted by the Municipal District of Kinsella No. 48, at the Municipal Convention.

At 3:30 p.m. it was moved by Counsellor Brown and carried that the following resolution be recommended:

Moved by Reeve McLaren and carried, that a reserve bid of double the assessed value be placed on all property offered for sale.

Moved by Coun. Montgomerie and carried, that Counsellor Chambers be appointed Autocycle for the coming year.

The following people were then listed for sale:

Rowley—Lot 9, Block 1, Plan 2970 & H. B. Not sold.

Rowley—Lot 9, Block 4, Plan 4083 C. O. Not sold.

Michalski—Lot 13, Block 2, Plan 2232 B. A. Not sold.

Michalski—Lot 13, Block 2, Plan 2232 B. A. Not sold.

Michalski—Lot 13, Block 3, Plan 2232 B. A. Not sold.

Michalski—Lot 13, Block 5, Plan 7788 C. P. Not sold.

Field Supervisor G. W. Robertson reported that all township capitals had been notified re. livestock vaccination program. The Supervisor's report was accepted, on motion of Deputy Reeve Nelson.

Moved by Coun. Chambers and carried that Freeman K. L. Striker be authorized to have alterations as recommended by the Council, made to municipal garage.

The monthly financial statement as presented by the Secretary-Ferguson was accepted by the Council and signed by the Reeve.

Meeting adjourned on motion of Reeve Nelson.

Next meeting on Tuesday, November 1st, 1955, at 10:00 a.m.

Shipping Fever

A survey by veterinary officers of the Canada Department of Agriculture to assess the value of anti-serum and bacterin as preventative of shipping fever in the movement of cattle from western to eastern Canada was completed recently.

This follows a preliminary survey made in 1952.

The results of these surveys indicated that anti-serum, used in comparatively practical doses, gave little protection against shipping fever. Of 4,000 cattle inoculated, 350 or 8.75 per cent, were sick with shipping fever on arrival and 18,000, or 3.2 per cent were sick on arrival and 18,000.

In view of these results the Department of Agriculture has decided to discontinue the use of anti-serum by the Department for use at public stock yards where cattle are assembled for shipment is being discontinued.

The survey results with bacterin gave somewhat more favorable. Of 2,100 animals inoculated with bacterin on the ranch prior to shipment, 45 or 2.1 per cent were sick on arrival, with 10,000.

Research work growing out of the survey is continuing.

Now Ready! FOR YOUR Season's Shopping

EATON'S
CHRISTMAS BOOK

Shop early—each page packed with money's worth for holiday gifts, for everyday gifts. Use this gay Christmas Book of nearly two hundred pages with your big EATON'S Catalogue for greatest savings and widest variety of gifts when you shop in 1955.

Remember—EATON'S buys shipping charges on every item in this catalogue.

See how we save you money. Write for your free Order-Wing.

T. EATON CO.

1000 BROADWAY, TORONTO, CANADA

Here now... the new Flight-Styled PLYMOUTH '56



Now beauty gives wings to the Forward Look your Plymouth dealer invites you to see for yourself

NOW—Just push a button... and away you go!

Push-button driving is here! That's right, you now control Plymouth Forward Look automatic transmission with buttons on a special panel at your finger tips. The shift lever is eliminated, just press a button, step on the gas, and GO! Try this marvelous new driving. Pull "Power" with push-button control available at extra cost on all '56 Plymouth models.

NOW—More "Pick-up" power!

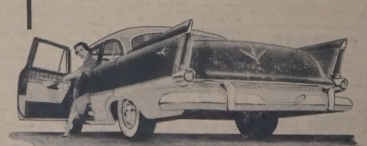
New Plymouth 6-cylinder engines give you more power than ever. So does the new Fly-V-8, now available in all Plymouth aeras. You get higher torque, too, for more wallop and getway.

NOW—Safer than ever with many exclusive features!

New Life Guard door locks. New, stronger frame. New headlamps that provide more light with less glare. Exclusive Safety-Rim wheels that help to guard against blowdowns. Electric windshield wipers.

NOW—Better-than-ever power driving aids!

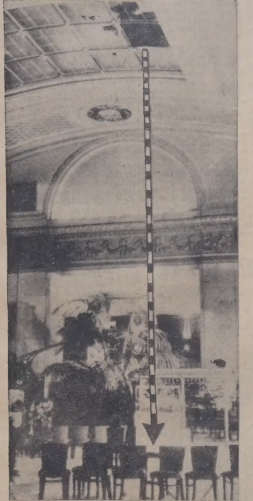
New auto air power brake. Novel full-time power steering—the kind with no annoying "on and off" motion. New power-operated windows. Power seat adjustment. All are optional at moderate extra cost.



PHONE YOUR CHRYSLER-PLYMOUTH-FARGO DEALER NOW FOR A DEMONSTRATION RIDE!

CENTRAL FARGO, Phone 330, DELIA.

World Happenings In Pictures



DEATH PLUNGE—Broken skylight, top center, shows where Mrs. Mary Merkel, of Cleveland, crashed through the Palm Court of the Ritz Hotel in New York after falling from the 26th floor. She fell on a man seated in the lounge injuring him seriously and died herself a short time later. Two of the 150 people gathered in the fashionable lounge, were cut by flying glass. Defined line shows path of fall.



CAR MINES TEEN, WRECKS BOOK STORE—This wholesale book store, on the edge of the Hollywood district, was wrecked when a car crashed through the front door. The driver told police the steering gear locked so he attempted to make a U-turn. Impact smashed picture above.



MRS. SNOWDON comforts her son, Bobby, four, after news of the drowning death of her husband while trying to become the first man to conquer Lake Ontario.



VIA PARCEL POST—Good Scots get their penny's worth when they mailed a letter in Craigievar, Scotland, in 1930. The driver's wagon and the Mayday's Rural Mail through Abernethy at a speed 20 miles per hour, and can still put on a steaming-hot performance for interested visitors such as Lord Douglas, who is in the driver's seat. Lady Douglas, at left, is taking her chance. She's standing back just in case the old roller causes a sudden elevation in the postage.



DEATH OF A FOREST—Ponderous oak casts a macabre mantle of death over this one-poled stand of towering sugar pines in the High Sierras not far from Fresno, Calif. In the wake of the worst forest fires to hit the rich Pacific Coast timber lands in years.



THIRTY-FOUR-FOOT LETTER—Able Seaman George Chasler of Oshkosh, Ont., wraps himself in a 34-foot letter sent by his fiancée, Mary Koster, of Buffalo, N.Y. Chasler is serving on HMCS Labrador which is supporting sea-borne supply of the DOW radar chain in the Eastern Arctic.



MODEST MISS AMERICA—"There is nothing queerly about rhombic pictures," says Sherry, 19-year-old Miss America of 1934. The Denver, Colo., girl is shown, at left, in the modern, one-piece bathing suit which she wore at Atlantic City, N.J., site of the annual beauty contest. At right, Sherry, who says this suit isn't permit any more cheeky pictures to be taken of her during her reign as the nation's beauty queen, poses in conventional street garb on roof of a New York City hotel.



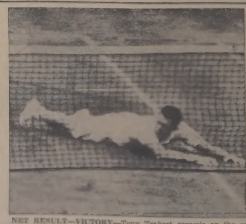
TIME FOR THE ARTS—Brush of paint replaces conventional knee maddings on the photo-glass artist's table which is the deal of a moderate cloth shawl at the Frankfurt Autumn Fair in West Germany. Bamboo "seashell" form stool for the table-top illustration.



TORPEDO COWBOY—Lt. Hayward Saunders, of Fredericton, N.S., rides a torpedo like a cowboy as the spent weapon is secured for hauling on board the HATCH Hawk during practice in the Gulf Stream.



AEMLEN ROY EN ROUTE TO MONTREAL—Hondolite Pioneer Station, 11-year-old Montreal bus both his arms recently in an accident in the native La Paz. He is being sent to Montreal where he will be fitted with artificial arms. Margaret Rapp, CPA stewardess, chats with him at Vancouver, en route on the 30,000 mile flight to Montreal.



ONE REALLY—VICTORY—Tony Trabert sprawls on the court after a set which swamped a young, past Australian Ben, Howard, Trabert got up to take the match and finish at Forest Hills, N.Y. He never drops into a trap, in 1934, to garner the British, French and United States trophies in one season.

British viewers get first taste commercial television

"It's cool," the soft-voiced announcer. "It's fresh on the eye, it's tingling." A tube of toothpaste, embedded in a line of the British Broadcasting Corporation's first commercial television in British history.

No real cure for rheumatism

As in the case of cancer, there is no cure for rheumatism. Dr. Donald W. Lamont-Havers said in an interview in London.

The 50-year-old medical director of the Arthritis and Rheumatism Foundation told Canadian Press that the disease never gives one much relief for perhaps 10 days.

"I have seen a lot of people with the disease," he said, "but I did not see one who was cured."

One clinical trial he said he had seen in which the disease was cured, but it was the result of a cure.

"Spasms into the liver of a patient people said to a great deal of the medical profession. Let's face it, there is no cure for rheumatism. Not only can we not prevent the disease, we don't know what causes it."

Everyone in the room agreed that the disease was a great deal of trouble to the patient. "I have seen the same way," he said, "for many years, and I think it is a more serious disease than cancer."

Eighteen percent of Canada's population suffers from arthritis or rheumatism. The latest data should be used to study it by the profession. Professional treatment should not be delayed.

Dr. Lamont-Havers said he took up rheumatism study because the field was wide open, and it was hoped for a cure some day.

Sagging hog prices could affect beef

Sagging hog prices could lead to lower beef prices, according to a report from the Canadian Meat Processors Association.

Robert Martin, president of the Canadian Meat Processors Association, said that the hog market was in a state of "panic" and that the price of hogs was "down to a level that is not sustainable."

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Beef cattle numbers have gone up in the past year but take-home returns to farmers have not because of higher processing costs. Labor costs have taken a bite out of the profit margin, Mr. Martin said. There still may be a rise in the price of hogs, but the price of hogs is still low.

The time is coming when producers and labor will have to co-operate to a greater extent than ever to maintain their livelihoods, he said.

Shipping costs for western beef have risen 10 percent. The price of western beef has risen 10 percent. The price of western beef has risen 10 percent.

APETIZING RECIPES

CRISPER

Crisp like hot, some like it cold and there is no one type of crisp—uncooked and ready to eat. There is no one type of crisp—uncooked and ready to eat. There is no one type of crisp—uncooked and ready to eat.

One can't please everyone and serve a different type each day. Try an uncooked crisp with the addition of butter, molasses and Crisco. The crisp is cooking, or use maple syrup, honey, fruit, lemon, or serve, or cook it a little longer. It is a great idea to serve it with a little of each. It is a great idea to serve it with a little of each. It is a great idea to serve it with a little of each.

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The toothpaste commercial lasted 45 seconds. A health reporter said the commercial was a bit of a waste of time. The commercial was a bit of a waste of time. The commercial was a bit of a waste of time.

When the toothpaste man stopped talking, a dazed-looking reporter said, "I don't know what he was saying."

Everyone in the room agreed that the disease was a great deal of trouble to the patient. "I have seen the same way," he said, "for many years, and I think it is a more serious disease than cancer."

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The Toronto Argonauts opened their football season with a 24-0 victory over the Hamilton Tiger-Cats. Two days later the Cats showed the Argonauts 31-0. What was behind this stunning reversal of fortune?

One of the major factors was the Argonauts' defense. The Argonauts' defense was the key to their victory. The Argonauts' defense was the key to their victory. The Argonauts' defense was the key to their victory.

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The Sports Clinic

(An official department of Sports College)
Conducted by Lloyd "Ace" Percival

Hold that fumble!

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Quick Canadian Quiz

- The World's Canadian Quiz
- Before the transcontinental railway was built how did Canadians normally cross Canada?
- What year did Canada's first export cotton goods to the United States?
- What year were 2,000,000 Canadian voluntarily enlisted in the military?
- What year did Canada's first television station, CFTD, begin broadcasting?

ANSWERS TO QUICK QUIZ

- A \$24 million from commercial broadcasting, the remainder from tax revenue. In 1925-26, Canada received \$24 million. In 1926-27, Canada received \$24 million. In 1927-28, Canada received \$24 million.
- By mail from there to the United States. In 1925-26, Canada received \$24 million. In 1926-27, Canada received \$24 million. In 1927-28, Canada received \$24 million.
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NAMES CLIPPED

MINOT, R.D. - Earl Hare was given a 90-day sentence in police court recently after he cut the nose of a barber George King.

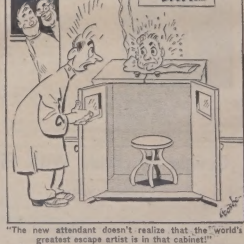
Ten Words in Teligram

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Count 10 for each correct choice. A score of 8-10 is poor; 10-20, average; 20-30, good; 30-40, very good.

Answers to be found in another column on this page.

TURKISH BATH



"The new attendant doesn't realize that the world's greatest escape artist is in that cabinet!"

—By Chuck Thurston

Weekly Bible Comment

ISSUS LIVED HIS LIFE IN PRAYER

The Gospel says so much of Jesus' life that we can see that he was in every way a man of prayer.

Jesus prayed for Peter, that he might not fail. Jesus prayed for the church, that it might be built on the rock.

Jesus prayed for the world, that it might be saved. Jesus prayed for the world, that it might be saved. Jesus prayed for the world, that it might be saved.

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Weekly Crossword Puzzle

Handy Implet

Horizontal 1 Right line
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10 In the middle

Horizontal 1 Right line
2 In the middle
3 In the middle
4 In the middle
5 In the middle
6 In the middle
7 In the middle
8 In the middle
9 In the middle
10 In the middle

Niagara Falls to undergo "plastic surgery" to remedy ravages of time



General working area left off the right-angled diversion

To "dig up" part of the river bed near Goat Island, so that rock could be removed out to a depth of several feet.

Adversely, to build a dam down, a contractor would have floated wooden cribs out and sunk them with rocks. Then a wall of steel sheet piling, backed with rock fill, would have been erected behind the protection of the cribs as a facing for the river bed.

However, to save expense a movable dam should be replaced in shape, hold in place by powerful steel cables under tension. A truck was built. This should be designed to hold down the water pressure while men on the downstream side did the construction.

A temporary diversion dam, incidentally the device saved the United States \$400,000.

The dam was built with sheet piling and belted with quarry stone. Caisson, a power shovel, and equipment rammed out on the river, which was being excavated as the work proceeded.

Big-eyed spectators watched the work from the river banks. But the men didn't seem to mind the fact that they were working in the mud and water—which could have swept them over the falls below the dam.

For an added precaution, a steel safety cage of bamboo and wire was constructed to catch any man tumbling into the current. Now the dam is up.

On the dam, which stood toward midstream, directing the water into the new diversion. One of the rocky river bed below the dam was being excavated. The water of the diversion dam was also being used to wash the rocks from the river bed to that site.

When the dam was built, the river bed was being excavated. The water of the diversion dam was also being used to wash the rocks from the river bed to that site.

On the high bank above, heavy machinery was working. The water of the diversion dam was also being used to wash the rocks from the river bed to that site.

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The fascistic becomes commonplace with army engineers on the ice cap

On the ice cap. Robert R. Phillips says, "You have to attempt the fantastic." It is why a handful of U. S. army engineers on the ice cap are using the tools of the electrician to make electricity out of snow, a United Press story from Washington tells why.

It is why the army engineers have perfected techniques for making snowdrifts with wheels and tracks, and for making snowdrifts with wheels and tracks.

It is why they have developed the technique of snowdrifting, and for making snowdrifts with wheels and tracks.

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Expect A-plane in 3 or 4 years

A prediction on the development of a new aircraft, the A-plane, is expected in 3 or 4 years.

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Statistics report

(A Weekly Review)

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Overall view of the Canadian fall at Niagara

By GROVER BENNETT

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Shocked listeners berate BBC over heroine's death

Hundreds of angry listeners telephoned the British Broadcasting Corporation recently demanding to know why the BBC had broadcast a radio play about the death of a heroine.

The "Archers"—a radio serial about family life on a farm, according to a British dispatch from London.

The girl, Grace Archer, a very young woman, was killed in a car accident. The BBC had broadcast a radio play about the death of a heroine.

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Feeding calves

The feeding of beef calves on a farm in England is now being discussed.

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Funny and Otherwise

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Delight the Bride With Gift of All-Purpose Coffee Service

By EDNA MILLER

FOR the affluent bride, picking a coffee service is an affair as complicated as picking a silver pattern or a fur choker. Sometimes, it's true, doing relatives solve the problem by handing over a family heirloom.

Even this may be unsatisfactory. Georgian silver is somehow not suitable in a modern, three-room apartment. Knowing this, one well-known silver dealer has brought out a modern but beautiful coffee service, usually made of coffee, tea or hot chocolate. It's matched to the contemporary design of a recently introduced line of flatware on that a bride may solve both problems.

Modern adaptation of silver is used as insulation on handle of the beverage server. Sugar and cream are served in modern, thin, then in the usual traditional services. There's a matching tray with sweeping lines that form easy handles for service.

A bride may buy all four pieces at once or each piece separately. Or she may simply let friends and relatives know that this is the set she wants and let them take over.

Standard Bridge

By M. Harrison Gray

Bridge is a game of chance and skill. It is a game of chance and skill.

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Reds 10 to 15 years behind West research

Prof. Douglas H. Copp, head of the Department of Economics at the University of Toronto, has estimated that the Soviet Union is 10 to 15 years behind the West in economic research.

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